

ORDER



Orders
Order / Rev: 710217
Alt Order #: 06299513
Product Desc: FRNDS OF CONNIE MACK
Estimate: 437
Flight Dates: 09/03/12 - 09/07/12
Original Date / Rev: 08/28/12 / 08/28/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: McLaughlin & Associates/ POL
Buying Contact: Marianne Campbell
Billing Contact:
 566 South Route 303
 Blauvelt, NY 10913

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Mack,C/ R / Senate
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/07/12	5	\$2,500.00	\$2,125.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	5	\$2,500.00	\$2,125.00	0.00
Totals	5	\$2,500.00	\$2,125.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTSP-TV	18%	\$2,500.00
Market	100%	\$13,888.89

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	30%	\$4,166.67
WFTS	18%	\$2,500.00
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTTA	0%	\$0.00
WTVT	34%	\$4,722.22
WVEA	0%	\$0.00
WWSB	0%	\$0.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	09/03/12	09/07/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MTWTF--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	MTWTF--	5		\$500.00	0.00							
													Totals	5	\$2,500.00